Track 2 Organizers

Track Chair: Jim Look and Co-Chair: Kheng Swee Goh

Bio: **James Look** spent his entire professional career in the energy industry. After graduating with a BS in Electrical Engineering from Michigan Technological University, he joined the Wisconsin – Michigan Power Company (subsidiary of WE Energy) in Appleton, Wisconsin. Simultaneously, he completed his MBA (specialization in Finance) and passed the licensing exams for his Professional Engineer's (PE) license.

Jim moved to Houston, Texas, and took a position with ARAMCO Services Company, the U.S. subsidiary of the Arabian American Oil Company (ARAMCO). He performed a wide variety of engineering tasks of increasing responsibility, including supervising consultants doing system development studies for the bulk power system being constructed in the Eastern Province of Saudi Arabia (KSA), performing system planning for ARAMCO's Utilities Department in Dhahran, KSA, and working as project electrical engineer in large (over $250 million) capital projects. He then transferred to ARAMCO in Saudi Arabia, where he would spend the next 23 years. Over that period, he held a long series of progressive positions in the technical, staff and management areas, primarily in the Oil Operations Business Line. Jim completed his Saudi ARAMCO career as the senior consultant to the Vice President of Northern Area Oil Operations.

After relocating to Boulder, CO, Jim continued as an active IEEE volunteer. He was elected as the Chair of the Denver Section, Region 5 West Area Chair as well as the IEEE-USA Vice President for Professional Activities. Jim did consulting work for DOE and NREL and does *pro bono* work for the City of Boulder's power system municipalization study team.

Bio: **Kheng Swee Goh** Kheng Swee has been an active volunteer with IEEE for many years (specifically, GOLD) and has won accolade and recognition from his IEEE peers.

Originally from Malaysia, Kheng Swee got his bachelor degree from Leeds, UK and MBA from Binghamton University in upstate New York. Having studied, lived and worked in multiple countries and cities across the US, he now resides in Houston TX, and is a Project Manager at a renowned oil & gas subsea equipment manufacturer.

Kheng Swee often gives talks to local Houston graduating engineering students, and serves as guest judge for engineering design competitions and local high school science fairs.

Kheng Swee is a volunteer consultant to the GOLD committee on Project Management. Outside of IEEE, he rides the annual BP-MS150 180-mile charity bicycle ride from Houston to Austin to raise money for the National MS Society. He also enjoys the occasional SCUBA diving trip whenever he gets the chance to visit home (Malaysia) "where the waters are warm and nothing in there can eat you"!

Track 2 Session Details

Fri, Aug. 2nd, 2013

2:30 pm-3:15 pm → Your Career in a Sustainable world

Session Synopsis: Our economy is experiencing unprecedented change. Today we are in the job destruction phase of this economic transformation; with the loss of many manufacturing and even service jobs to technological advancement. As in the 1930s, eventually we will create jobs relevant for our yet to be defined New Economy.

As an engineering professional, you can be well positioned to take advantage of this New Economy.

This topic will focus on your professional sustainability and what you can do now to cope with, and embrace this challenge of change

- Social Media – here to stay. Career sustainability and job search of the future
- Professional Media – i.e.: Linked-In, Groups, IEEE and trade groups
- Networking – Love it or Hate it - no longer a method only used when you are unemployed but essential to your career
- Your professional image
- Your resume
- Balance – how do I achieve Work-Life balance

Session Speaker: Gary Perman

Bio: **Gary Perman** For the past seventeen years, Gary Perman has been an Executive Technology Recruiter, working with executives of technology companies throughout the U.S, Canada and Asia, helping them surface, evaluate, and hire their critical staff. His focus includes the Alternative Energy industry including Electric Vehicles, Natural Gas, Solar, and Electronics. A certified recruiting professional, he is president of PermanTech.

Gary is also recognized as an industry expert by The Wall Street Journal and several industry magazines and Ranked among the Top 7 Executive Recruitment Firms in Washington by CEO Magazine. He has been published by EE Times, CIO Insights, Baseline (a Ziff Davis Enterprise Publication), The Business Journal, IEEE –USA Today's Engineer and Telecom Business Magazine, as well as several blogs.

3:35 pm-4:20 pm → The Communication Connection

Session Synopsis: One of the greatest needs of an engineer, computer scientist or other technical professional is the ability to communicate effectively, especially with large audiences. However, the

thought of standing before an audience makes most people nervous. This presentation, designed by an engineer for engineers and technical professionals, is a common sense approach to developing and delivering powerful presentations. It includes demonstrations of how PowerPoint visuals can guide you through your presentations and increase audience interest and retention, both when speaking before live audiences and participating in web-based conferences.

Session Speaker: Jim Watson

Bio: **Jim Watson** received a Bachelor's Degree in Electrical Engineering from Purdue University, completed post graduate engineering courses at Youngstown State University, and is a graduate of the Executive Management Program at the University of Michigan. He is a Registered Professional Engineer in the State of Ohio, a Life Senior Member of IEEE, and a national S-PAC and S-PAVe speaker.

As an international speaker, Jim has delivered more than 2,000 presentations in the United States, Canada, Europe, and Asia to a total audience of over 100,000. This includes presentations at 332 Student Professional Awareness Conferences (S-PACs), 18 Student Professional Awareness Ventures (S-PAVes), and 900 other student meetings involving more than 56,000 students at 163 universities.

4:30 pm-5:15 pm DIAMOND PATRON Presentation →Sustaining the Professional: Protecting Your Assets

Session Synopsis: Professional Liability Insurance may seem confusing. This talk will break it all down and help you separate the fact from the fiction as you search and apply for coverage.

Session Speakers: Denise K. Gibson, Vice President, RPLU, Marsh and Graham M. Fuller, Senior Vice President, Marsh

Bio: **Denise K. Gibson**, is RPLU Vice President at Marsh. Denise began her insurance career in June of 1987 with Marsh U.S. Consumer, a service of Seabury & Smith, Inc. She has been involved in many aspects relating to Life & Health and Professional Liability Insurance including underwriting, auditing, training, marketing, client relationships, carrier negotiations, claim handling and computer system design.

During her years at Marsh, Denise has designed and helped implement new unique products that meet the specific needs of the national associations that she has served. In addition to her strong management skills, she is also involved in analyzing plan loss experience and recommending solutions to Underwriters. Denise has extensive experience in working with Lloyd's of London, which includes training in the A.E. Grant underwriting box at Lloyd's. She has established relationships with various underwriting syndicates with whom she visits multiple times per year. She is also well respected by her contacts at the Illinois Attorney in Fact office.

Denise is a licensed for accident and health, life, personal, property and casualty lines in all 50 states and DC. She obtained her RPLU designation in 2001.

Bio: **Graham M. Fuller**, Senior Vice President at Marsh, is the Senior Client Executive and primary contact for all matters related to the IEEE-sponsored Member Group Insurance Program.

Mr. Fuller's overall responsibilities include managing and coordinating the day-to-day administration of the IEEE Member Group Insurance Program. He oversees Marsh's interdepartmental service teams to streamline administration and the introduction of new products/services for the IEEE. In addition, Mr. Fuller leads a team of client executives who comprise Marsh's Professional Occupations vertical structure.

Mr. Fuller works closely with the IEEE staff on insurance benefits to ensure these programs remain outstanding member benefits. He has 15 years of Insurance Program Management experience with Marsh.

He has expertise in Life/Health Insurance products, as well as Professional Liability and Property/Casualty Insurance products.

Mr. Fuller has a B.A. degree in political science from The University of Iowa in Iowa City, Iowa. He has worked in his current capacity for 17 years and specializes in association insurance program management. Mr. Fuller holds a Life and Health license in all 50 states.

Saturday, August 3, 2013

8:00 am-8:45 am →Professional Activities for Member Engagement

Session Synopsis: A typical IEEE activity follows a predictable pattern. The event is advertised, people attend then leave. They learn something that is useful and can be applied, but if that is all that happens, we lose a valuable opportunity by not providing opportunities for attendees to develop a network of loose network connections by engaging each other and section/chapter leaders. The why and how of social networking for professionals will be presented.

Session Speakers: Ravi Todi and Tarek Ladhari

Bio: **Ravi Todi** received his B.S. degree in Electrical Engineering from Mumbai University, India, in 2002 and M.S. degree in Electrical and Mechanical Engineering from University of Central Florida in 2004 and 2005 respectively, and his doctoral degree in Electrical Engineering in 2007. His research interest includes semiconductor process integration and device technology, non-conventional CMOS scaling and nano and bio devices. In 2007 he started working as Advisory Engineer/Scientist at Semiconductor Research and Development Center at IBM Microelectronics Division focusing on high performance eDRAM integration on 45nm SOI logic platform For his many contributions to the success of eDRAM program at IBM, Ravi was awarded

IBM's Outstanding Technical Achievement Award in 2011. Ravi Joined Qualcomm as Staff Engineer responsible for 20nm and 16/14nm product development. Ravi has authored or co-authored over 50 publications, has 5 issued US patents and over 20 pending disclosures.

Bio: **Dr. Tarek Lahdhiri.** Dr. Lahdhiri received the degree of MS-EE in Communication Systems in 1990 and the PhD degree in Control Systems in 1995. Tarek is currently working for General Motors LLC in Warren, Michigan, where he is holding the position of Strategy Leader for Control Systems Simulation and Automation within the Electrical Systems Department. He is a licensed Professional Engineer (PE) in the State of Michigan and a licensed Project Management Professional (PMP) by the Project Management Institute. Dr. Lahdhiri authored and co-authored over 16 journal papers and 35 conference papers and his areas of interest include Control Systems, Systems Engineering, Real-Time Modeling and Simulation, and Engineering Management.

Currently, he is the IEEE Region 4 PACE Chair, Member of the IEEE-USA Career Workforce Policy committee (CWPC), and member of the IEEE-USA Employment & Career Service (ECS) Committee. Dr. Lahdhiri is the recipient of the 2001 IEEE-USA Professional Achievement Award, the 2004 IEEE-USA Professional Leadership Award, the 2007 IEEE-USA Citation of Honor Award, and the 2012 IEEE-Region4 Jack Sherman Award.

8:55 am-9:40 am →vTools for Member Engagement

Session Synopsis: vTools is a set of tools that empowers and supports volunteer activities. We will discuss how to use vTools to locally engage members and industry.

Session Speaker: John Prohodsky

Bio: **John Prohodsky** is the principal consultant at Future Envisioned where he helps organizations identify a robust, successful future. The resulting envisioned future has enabled clients to develop a business model that disrupts their competition.

John is the Chair of IEEE's vTools Committee which guides the development of tools and applications used by IEEE sections and chapters. He is the Vice-Chair of the Oregon Section and its Computer Society Chair.

10:00 am-10:45 am →IEEE-HKN: Recognizing Excellence and Building Leadership Skills

Session Synopsis: Evelyn Hirt will review the presentation she gave to IEEE-HKN Student Chapter leaders at their conference and expand the topic to cover the broader IEEE audience. Building off the "professional sustainability" theme she will include how IEEE-HKN membership not only recognizes excellence but builds leadership skills.

Session Speakers: Evelyn Hirt and Nancy Ostin

Bio: **Evelyn H. Hirt.** For over 38 year Ms Hirt's career has focused on the expert deliver of technology based solutions to customer needs. She has a Bachelor of Electrical Engineering, cum laude, from the University of Detroit and a Masters in Engineering Management and a Certificate in Project Management from Washington State University. Her interests have centered on a technical specialization in systems and controls, and engineering management. Her multi-disciplinary career in engineering has provided employment and professional experiences that bridge the industrial, government, and academic communities as well as leadership positions in professional technical societies and service organizations. She has advanced from the engineering ranks into risk based project and team management.
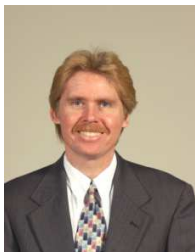
An IEEE Senior Member, she currently serves as the IEEE-HKN (Eta Kappa Nu, honors society) Vice President, and was the 2010 IEEE-USA President and the 2003-2004 IEEE Region 6 Director. She has received the IEEE Member and Geographic Activities (MGA) William W. Middleton Distinguished Service Award (2011); IEEE-USA Robert S. Walleigh Engineering Professionalism Award (2008), and the IEEE Nanotechnology Council's Distinguished Service Award (2008)

Bio: **Nancy Ostin.**

10:55 am-11:50 am →Effective Professional Communications

Session Synopsis: Effective communication is key to personal and project success. In this session, you will learn about using caution in social media, employing communication tricks of the trade and creating compelling presentations. Audience participation is encouraged.

Session Speakers: Chris McManes, Charles Lord and Cristian Linte

Bio: **Chris McManes** is IEEE-USA Public Relations Manager. Chris is in his 13th year with IEEE-USA and sixth as public relations manager. He is the organization's principal media contact and helps to formulate its government relations strategy. He has traveled across the country stressing the value of media relations and strong communication skills to engineers and technology professionals.

McManes (Mick-MAYNZ) came to IEEE-USA after working as sports information director at Catholic University in Washington, D.C. The highlight of his tenure was

promoting the men's basketball team when it won the 2001 NCAA Division III National Championship. He lives in Hyattsville, Md., with his wife Cindy, daughters Kasey and Ally, and son Tyler.

Bio: **Cristian A. Linte, PhD** is a Research Scientist and Assistant professor of Biomedical Engineering at Mayo Clinic in Rochester, MN. He joined the Mayo Clinic in January 2011, with a career investigator grant co-funded by the Natural Sciences and Engineering Research Council of Canada, the Canadian Institutes of Health Research, and the Heart & Stroke Foundation of Canada to investigate novel paradigms for visualization and surgical navigation for minimally invasive therapy. Cristian pursued his PhD in Biomedical Engineering at the University of Western Ontario (London, ON, Canada) during 2006–2010 on the development, evaluation and pre-clinical integration of image guidance techniques for surgical navigation of minimally invasive cardiac interventions. His research has been disseminated in more than 50 journal articles and peer-reviewed conference proceedings and has been recognized with several distinctions at international congresses. Cristian has served on the scientific review boards of several journals and conferences and has organized several international workshops. In 2011, Cristian was recognized with the IEEE MGA GOLD Achievement Award for his leadership and contribution to the IEEE Engineering in Medicine and Biology Society.

1:25 pm-2:10 pm →IEEE-USA and Comprehensive Immigration Reform

Session Synopsis: It's rare to find a major piece of federal legislation that leaves everyone entirely happy. The comprehensive immigration reform bill is a good example. Find out why the IEEE-USA, for the most part, is pleased with proposed changes in the high-skill immigration sections that passed the Senate Judiciary Committee in May.

Session Speaker: Russell Harrison

Bio: **Russ Harrison** is the Senior Legislative Representative for Grassroots Activities with IEEE-USA, where he helps IEEE members in the United States interact with their elected representatives. Russ has spoken to over 180 local IEEE groups in his ten years with IEEE, focusing on the interaction between engineers and our political leaders.

2:20 pm-3:05 pm →Importance of Intellectual Property in Your Professional Career

Session Synopsis: Patents, Trademarks, Copyrights and Trade Secrets are important to the careers of engineers and scientists because they are property rights. In a world without property rights, there is little reason to make personal investments of time, effort and resources to solve society's problems because the likelihood of being rewarded is minimized. Would you fix up an abandoned house in your neighborhood if you did not have the deed or title? This presentation will explain the differences between each type of intellectual property, and will show you why it is important to your career.

Session Speaker: Keith Grzelak (M'93, SM'09)

Bio: **Keith Grzelak.** With a multi-disciplinary career that has spanned both engineering and law, Mr. Grzelak's interests have centered on technical specialization in several engineering fields including vehicle crashworthiness, bio-fidelity, and safety. He has a BS of Mechanical Engineering, cum laude, and Masters of Engineering Mechanics from Michigan Technological University, Juris Doctorate from Detroit College of Law, and Masters of Electrical Engineering from Wayne State University. Attending law school at night while supported by both employers, Keith transitioned to the practice of patent law. He is currently a partner with Wells St. John PS in Spokane, Washington. He is responsible for intellectual property counseling for technology clients including patent and trademark portfolio management, procurement, and rendering of opinions. He has served as a member on the IEEE-USA Intellectual Property Committee (IPC) since 1993, where he served as Vice Chair from 2005-2006 and Chair from 2007-2010 where he was actively involved with policy issues on behalf of IEEE-USA members. He has also been involved with cyber-security and privacy issues on behalf of IEEE-USA. Currently, he is Co-Chair of an IP Professional's initiative within IEEE-USA and serves as IEEE-USA Vice President for Government Relations.

3:35 pm-4: 20 pm →Networking and Network Building

Session Synopsis: Networks are more than LinkedIn, Facebook, Twitter, or Google+ and predate online social networks. A social network is not the number of followers or friends, but relationships where individuals contribute to the success of each other by sharing information, helping each other and making introductions. The elements of a successful social networker's strategy will be presented.

Session Speakers: John Hartman and Carri Bugbee

Bio: **John Hartman** has 18 years experience in digital and media strategies and development. He has run a number of successful agencies over the years working with fortune 500 clients to create digital and traditional media. He is currently and Adjunct Professor at Portland State University teaching Social Media Marketing and a masters course in Transmedia Marketing.

In 2006 John founded I Have Robots (formerly Feedia) a Transmedia production company with a desire to create innovative and engaging content. He has used social media, video, animation, apps, interactive, virtual environments and more to extend his clients stories. His clients have included Intel, HP, Toyota, Dicks Sporting Goods, Subway, Regence, Cricket Wireless, LaCie, Hollywood Theaters, NBC, Warner Bros. and many others.

4:30 pm-5:15 pm →Leadership and Leadership Development

Session Synopsis: This presentation will focus on practical aspects of volunteer leadership development. It will provide new ideas and approaches to developing volunteer IEEE leaders for the many

opportunities that exist in local IEEE organizational units such as Committee, Section, Chapter, or Branch Chairs. The intended audience is the IEEE volunteer who wishes to build a high-performance organization.

Session Speakers: John Meredith and Charles Lord

Bio: **John Meredith.** John served as 2007 IEEE-USA President. He received the BSEE from the University of Arkansas and the MSEE from the University of Colorado at Colorado Springs. John served as Assistant Electronics Officer on the aircraft carrier Intrepid, where he qualified as underway Officer-of-the-Deck, and Project Engineering Officer at the Navy Electronics Laboratory. He was a Plant Operations Supervisor on the S5G Navy Nuclear Plant operated by General Electric and served in a number of engineering and management positions with American Microsystems, Honeywell, Hewlett-Packard, and Agilent Technologies. He organized and directed a Total Quality Management system at Hewlett-Packard's Colorado Springs Technology Center. He has written a number of technical and professional papers and has taught several EE courses at the University of Colorado at Colorado Springs. Meredith retired from Agilent Technologies in 2008 and is now a full-time volunteer in several organizations.

Bio: **Charles Lord.**